



SNAPSHOT SURVEY

SPA MENU/TREATMENTS

RESULTS REPORT | **SEPTEMBER 2024**

SPA MENU/TREATMENTS

The September 2024 ISPA Snapshot Survey asked respondents to share details about spa menu development and treatments. Survey responses highlight treatments lengths, methods for displaying menu offerings, most popular treatments booked, total treatment offerings, trends and much more.

Menus and treatments are ever evolving to meet the needs of guests. In the last year, 56 percent of spa respondents have increased the quantity of treatments they offer. A total of 28 percent of respondents offer 21-30 total treatments on their menu, while 25 percent offer more than 40. Massage appeared to be the most popular treatment on spa respondent's menu (99 percent) with facials being a close second (97 percent).

Online marketing continues to be one of the most used channels of disseminating information to existing and potential clients. When displaying their menu and spa offerings to guests, 96 percent of spa respondents provide a digital menu via their website or QR code and 64 percent offer a printed menu. The most popular target audience among spas are couples (89 percent) and the pregnant spa-goer (84 percent).

Resource partners can be a big help when developing spa menus and treatments. A total of 84 percent of resource partner respondents are providing training and education to their clients to assist with the implementation of new treatment offerings. Regarding menu development, 71 percent of resource partners have a process in place to assist their clients.

This report featured must-see insights relating to changes in treatment length offered, most popular treatment trends, processes for helping clients with their menu development, partnering to develop or promote a spa menu and much more.

The September 2024 Snapshot Survey collected 279 survey responses from ISPA spa and resource partner members from September 20, 2024 - September 30, 2024.

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Q Which of the following treatment lengths does your spa currently offer for the following types of services?

TREATMENT LENGTHS OFFERED

	MASSAGE	FACIAL	NAIL SERVICE	BODY TREATMENTS
30 minutes	42%	40%	35%	15%
50 minutes	52%	47%	42%	38%
60 minutes	49%	54%	35%	42%
80 minutes	45%	44%	25%	36%
90 minutes	47%	44%	12%	39%
120 minutes	32%	14%	2%	26%
Do not offer	1%	2%	17%	5%



Please share details regarding any permanent shifts made to the length of treatments offered within the past year and the benefits from making those changes.

- 120-minute massages, body treatments and facials. Although they are not as frequent as shorter services, they do get booked if they are an option. When adding these to a menu I always see an increase of 90-minute bookings as well, with people selecting the “middle” duration more often when the longer is listed.
- 15 minutes between services and full time of service from the time therapist meet the guest
- 50- and 75-minute treatments with a 15 minute recovery for therapist.
- Changed clean up time between appointments from 30 minutes to 15 minutes.
- Changed from 60 to 50 for more services per hour
- Changed from 60/90 to 50/80 to maximize our bookings during a time we had a harder time finding providers and we never went back
- I think in a world of 50 minute treatments, a guest is looking for something more, so we went back to 60- and 90-minute services
- Looking into offering 110 minute services to better maximize bookings and potentially remove 80 minute offering.
- No changes in length of treatments. Our service providers prefer to keep the length of treatments at 60, 90, etc.
- No changes made in the past year. Removed nail services from our menu because I have been unsuccessful in recruiting a nail technician for nearly a year.
- No therapist wanted to do longer than one hour. Too hard on their body without a break.
- Our body treatments are 110 minutes. We also have a massage for 110 minutes (this allows consistent clean up times between treatments)
- Our spa offers 45-minute massage and 75-minute massage; this was changed with COVID in 2020 when we needed additional cleaning/sanitizing time. Previously we were 50 minutes and 80 minutes. The change has not affected our business.
- Our treatment times have stayed the same over the past year.
- Reduced length of service to reduce overall service price - keeping price per minute approx the same
- Since returning from the pandemic, we have chosen to stay primarily with 60's (local regulars and VIP's may book 90's) to best accommodate the demand. Expanding the menu to 90's would limit the amount of total ht guests we can welcome each day, and we'd want to welcome as many as possible. We are fully staffed and at full occupancy. Good problem to have.
- The times were changed from 60 to 50 minutes and from 90 to 80 minutes in order to optimize the times of therapists and spa rooms.
- Turn over time is 15 minutes rather than 10 in the spa, remains 10 at the salon.
- We also offer 100-minute massages. We still offer 25 minute massages and nail services but have been weaning them out.
- We also offer 100 minutes services for massage, facial and body treatments

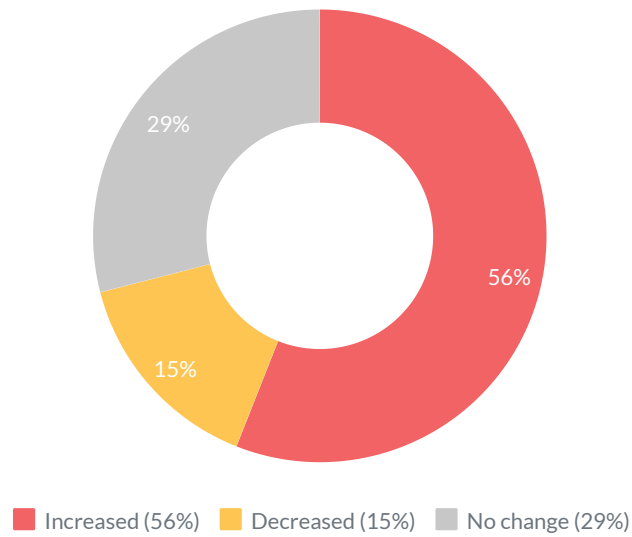
- We also offer 60 minute custom foot massages. All treatment sessions moved from 75 to 60 minutes post pandemic.
- We are open 10 hours daily- therapists are scheduled 5 hours or 10 hours (with a lunch) in nys you have to have at least a 30 minute lunch if you work 6 hours. This schedule maximizes the book.
- We are planning to shift from 25,50,80,110 to 60,90 and 120 in 2025.
- We do 50-, 75-, and 100-minute services with 10, 15, or 20 minutes of down time between clients
- We do not have express services listed on our menu, we do offer 35-minute massage and facials when we have gaps to fill.
- We do only 50- & 100-minute services
- We eliminated 30- and 90-minute treatments last year with the exception of two 90-minute wraps. We moved to 45-, 60- and 75-minute treatments.
- We had durations of 75- and 100-minute services with 25 minute clean up time. This provided additional time for our guests and for our team and we made this decision due to feedback we received from both sides. This concept was about slowing down, being present, and providing a space where more connection could be made between guest and practitioner. However, we shifted just under a year ago to go back to 60-, 80-, and 100-minute treatments as shifts occurred in guest spend and demand.
- We have added 120-minute services in the last year. These are great to keep our guest count low, but the books full!
- We have all staff on 8h shifts
- We have created some longer facials to meet a small guest demand for this, but also cleaned out some old facials and streamlined our menu
- We have kept the same time durations for sometime. Guests seem to really like the time frame.
- We have maintained the 50/80 rule with 20-minute turn over to keep moral up. We continue to promote add-ons to elevate the guest experience.
- We have stayed with the 15-minute addition to appointments as our clientele is older and we want to extend more of the luxury experience. We researched the competition and found they all shortened their times to 50/10, and we wanted to continue that amazing and relaxing experience for our services.
- We have tried to adjust treatments to 50, 80 minute or 75 where possible. This allows clean up time after service, and the ability to book on the hour or 1/2 hour. We have also added our 25 minute massage and 35 minute facial options to give guests a lower price option, and allow us to book any gaps in our day.
- We haven't made any shifts. The wellness centers in our community all tend to offer full 60/90 minute services. The 50/80 minute ones tend to be viewed as "hotel treatments". I have had to reiterate it to my staff members who have worked in hotel/resorts, though. We had a few issues with services ending early. Clients definitely notice that!
- We moved from 50/80 minute treatments to 60/90 minute treatments to offer a better guest experience as well as give the service providers extra time in between treatments. Our guest/ internal complaints have lessened tremendously since the change.

- We offer a 45-minute service since software books are available in 15-minute increments. While the 45-minute service was always available, we never marketed it, nor was it published on website. In January 2024 we added it to our website and have seen a 15% increase in massage services, with 40% coming from the 45-minute service.
- We offer treatment lengths in 30, 45, 60, 75 and 90-minute sessions.
- We recently opened, less than one year, no changes yet
- We started only offering 60-minute+ services in the nail salon (only offer a mani/pedi combo) to better fill the books for our cosmetology staff. This also aligns with our mission of being a “relaxation” spa and not just a quickie nail salon.



How has the quantity of treatment offerings offered at your spa changed in the last year?

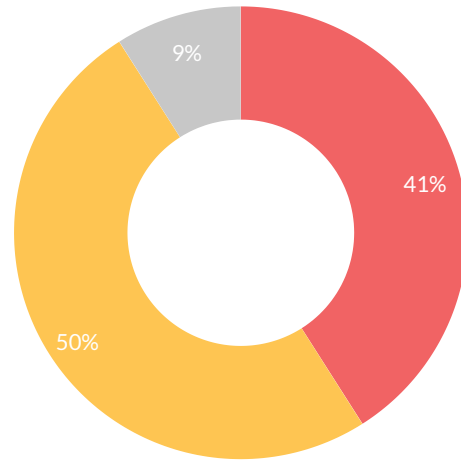
CHANGE IN QUANTITY OF TREATMENT OFFERINGS





Has your spa conducted an ROI analysis of the items on your treatment menu in the last year?

CONDUCTED ROI ANALYSIS OF TREATMENT MENU



■ Yes (41%) ■ No (50%) ■ I don't know (9%)



Please describe the results you saw from your ROI analysis of the items on your treatment menu in the last year.

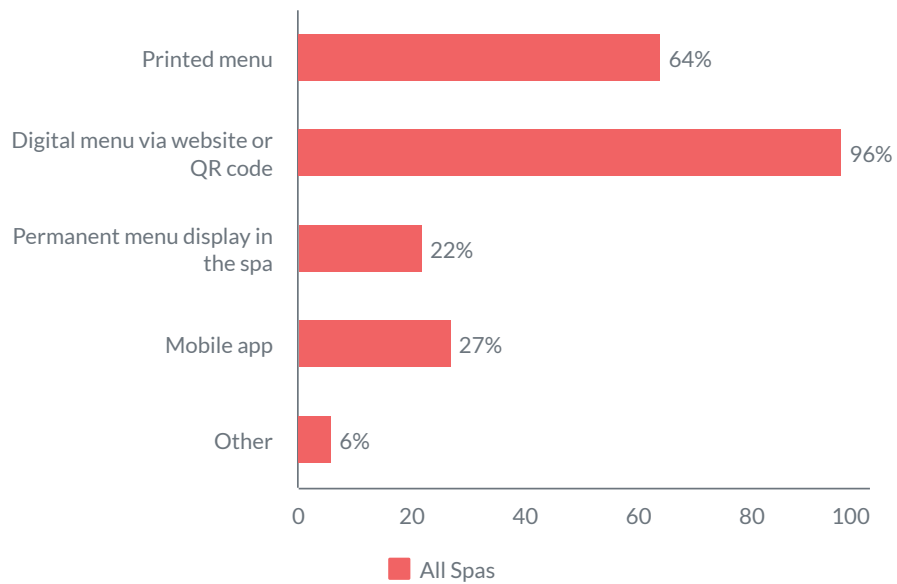
- A discrepancy in vendor suggested cpt vs actual cost per treatment. Vendor suggests over use of product.
- Approximate increase in revenue per treatment of 5%
- As always massage is the most profitable service with facial being the least profitable, even taking into consideration the additional retail spend on facial services.
- As our GOP is on a higher scale, we decided to have soap as a gift to each client.
- Body Treatments average margin- 80%
- Facial Treatments average margin- 74%
- Facials have been our challenge area. So, we're doing something very out of the box and building a skincare studio to really draw attention to our facials.
- Focused on costs which led to some tweaks and price that reflected that as well
- Hydrafacial Machine, mindsync Loungers, Infrared Sauna Blanket sessions all met ROI more quickly than projected.
- Increase in prices to offset product supplies and treatment room utilization.
- Increase in ROI for Body treatments and facials in particular
- Increased by 5%
- Increased by 8%
- Increased profitability by 35%
- Massage remains in top 3 preferred services. Services with equipment or requiring a series for best results does not interest our clientele in the last 1.5 years. They are more impulsive than planners.
- Massage Treatments average margin- 76%
- Our GOP is higher due to higher income than last year in general.
- Our PPT went up and guest satisfaction went up
- Our product cost for the treatments offered is something that is decided prior to offering the service to our members. Even though we are considered a non-profit organization, it is important to select product collections that deliver results and are not out of control expensive.
- Positive results. Return hitting mark approx. 2-3 month early on larger investments.
- Product costs and labor costs continue to increase pushing the pricing sensitivity of guests
- ROI very strong - we do not use any tech and only utilized 2 primary lines across both skin and body. Just added second line in skincare
- Service Charge change in CA has changed guest perception as pricing now includes the service charge causing sticker shock and lowering appts.
- Some of the increased offerings were based on new equipment so the cost of doing business with these is higher right now factoring that in. The ROI for existing offerings increased the first 6 months of the year by 10 percent over last year same time period. These include Cool Sculpting Laser Hair Removal and microneedling

- Streamlined facial menu
- The comp set was charging higher rates, so we increased to ensure alignment, but overall service margins are great.
- We are evaluating our menu and determining which services to retain and which to remove from current offerings.
- We assessed the costs per treatments and applied service fees to them.
- We have seen a definite increase not only in our client count, but they are adding more services per visit. They truly love the extended luxury of our experience.
- We have taken items off of the menu that are not producing as well and are offering touchless treatments.
- We introduced dermaplaning+facial combo services and have seen an average of 33% increase YOY on our avg ticket.
- We made product adjustments to make sure that we are capturing the highest profit we can and incentivize bookings for the least expensive services to deliver.
- We needed to increase quality and improve protocols, add new experiences
- We reduced offering some slow-moving services to make the selection process easier for guests to find our best sellers. We also added \$5 to a treatment due to the expense of providing it.
- We reduced some service offerings that were not performing well and increased our foot rub offerings due to demand.
- We saw a slight decrease in profitability because of increases in cost of goods.



Which of the following methods is your spa currently using to display its menu of spa offerings?

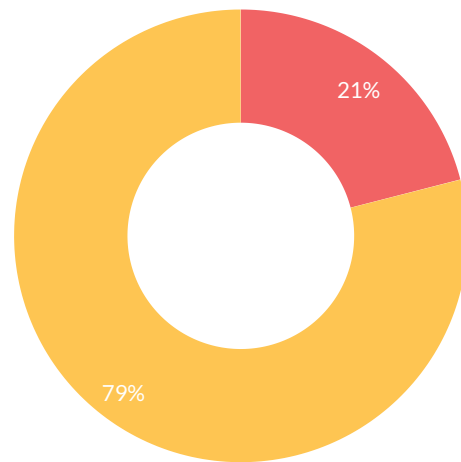
SPA OFFERINGS MENU DISPLAY





Is your spa limiting certain treatments to be available only on select days and or times?

TREATMENT AVAILABILITY BASED ON DATES/TIMES

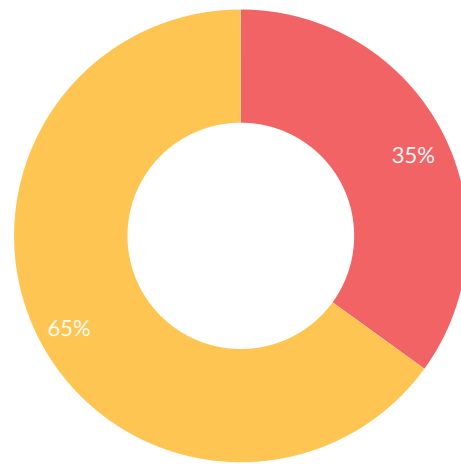


■ Yes (21%) ■ No (79%)



Is your spa charging different prices for treatments based on the day and or time?

TREATMENT PRICING BASED ON DATE/TIME



■ Yes (35%) ■ No (65%)



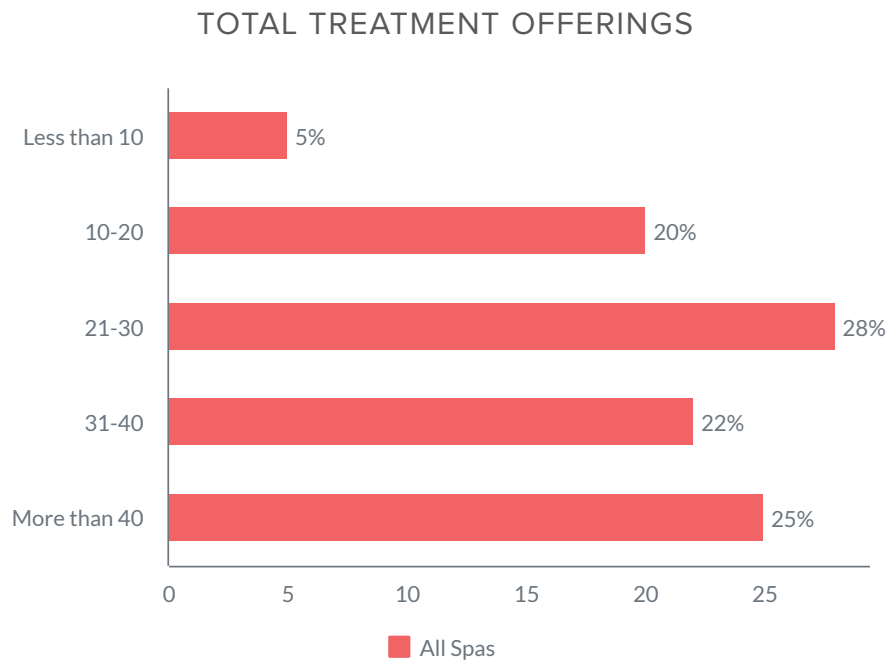
Please describe the most popular treatment being booked at your spa in 2024.

- 50-minute customized massage
- 50-minute Swedish massage is most popular everyday of week. Mid-week promo services for salon.
- 50-minute Swedish massages remain the most popular treatment YOY; however, the addition of Somadome as an add-on has been very successful.
- 50-minute therapeutic body massage
- 50-minute Signature Massage. Every massage session that we offer is custom-built to your needs and goals. This massage provides you with complete relaxation and helps to improve circulation and flexibility. Using light to medium pressure throughout, we strive to meet you where you are on the day that you visit and adjust our work to what your body and mind need at that moment.
- 60- minute custom massage
- 60-minute Signature Massage
- 60-minute De-Stress Massage
- 80-minute Signature Massage
- 85% of services are massages
- Always the standard aromatherapy massage as the highest quantity / revenue booked.
- Back to the basics- classic and deep tissue massages
- Base level 50-minute massage is most popular
- Body (Contouring)
- Both our signature 60-minute facial and massage.
- By quantity - Deep tissue massage
- Couples embrace, private soak into couples massage.
- Couples massage
- Customized therapeutic Massage - 50 minutes
- Deep Tissue Massage
- Desert Sage massage Running Water Signature facial
- Facial (Hydrafacial)
- Facial (Prescription)
- Himalayan hot stone massage
- Hydrafacial, 90-minute massages
- Lomi lomi
- Massage (Salt Stone)
- Massage and pedicures
- Massage is 57% of my total revenue, top seller is 60minute customized massage.
- Massage Therapy 60-minute massage
- Most popular service is our 50 minute RMT massage.

- Mud baths
- Our 60-minute signature facial and massage are the most popular
- Our 60-minute Therapeutic Arnica which is a Deep Tissue Massage
- Pedicures, followed by massage then facials
- Relaxation Massage
- RMT and non-RMT massages
- Serenity Massage
- Specialty massage focused on adrenal fatigue, Ayurvedic services
- Swedish massage and signature facial, couples offerings.
- Swedish, CBD, deep and foot rubs are most popular.
- The most popular treatment is our 60/90 minute Wellness Massage. It is best described as our light to medium pressure full body massage.
- The top three services are Pevonia Stem Cell Facial, 50-minute Massage & Comfort Zone's Luminant Facial.
- Therapeutic Massage 80 minute
- Vitamin C Facial
- We have seen an increase in 90-minute facials and massages



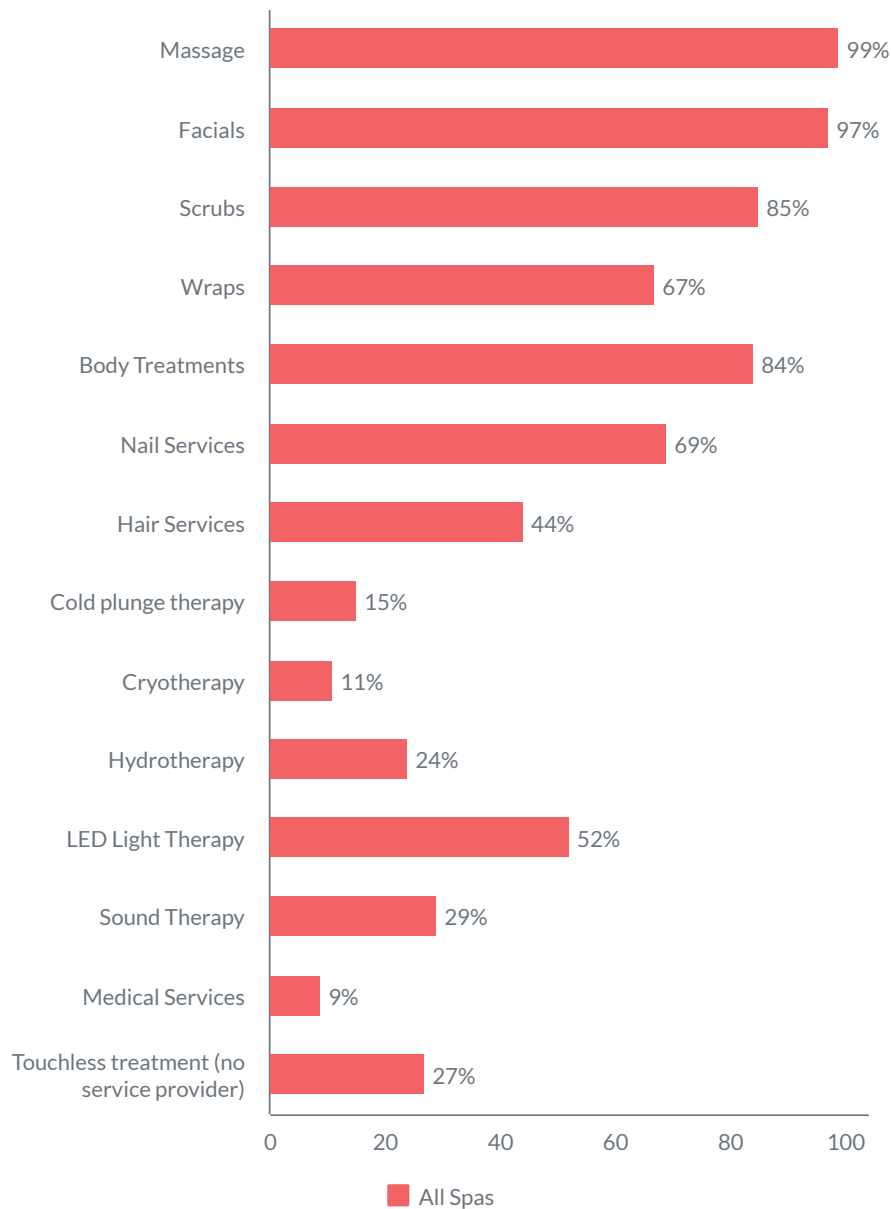
How many total treatment offerings are listed on your spa's menu?





Which of the following types of treatments/services are included in your spa menu?

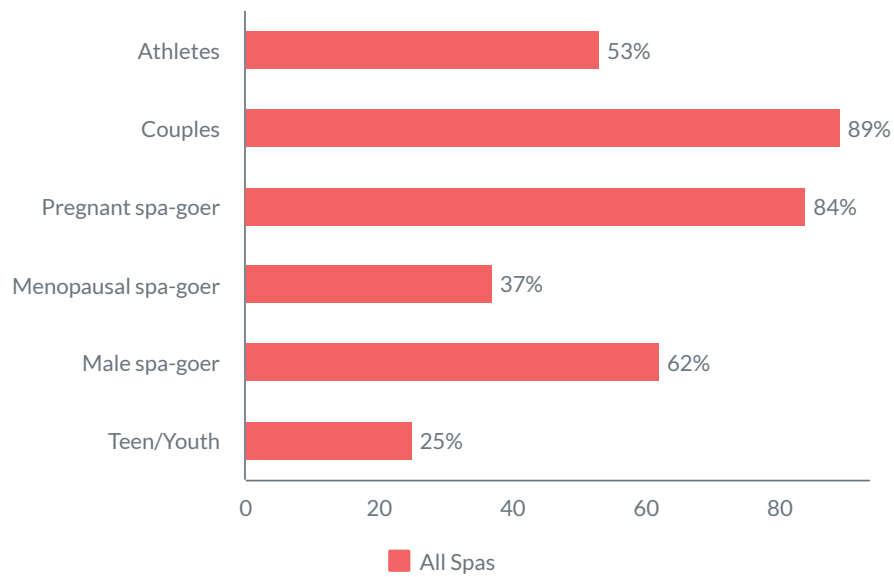
TYPES OF TREATMENTS/SERVICES OFFERED





Which of the following audiences, if any, does your spa target with a specific treatment on your spa's menu?

AUDIENCES TARGETED BY A SPECIFIC TREATMENT





Please describe the most noticeable treatment trend you are currently seeing at your spa.

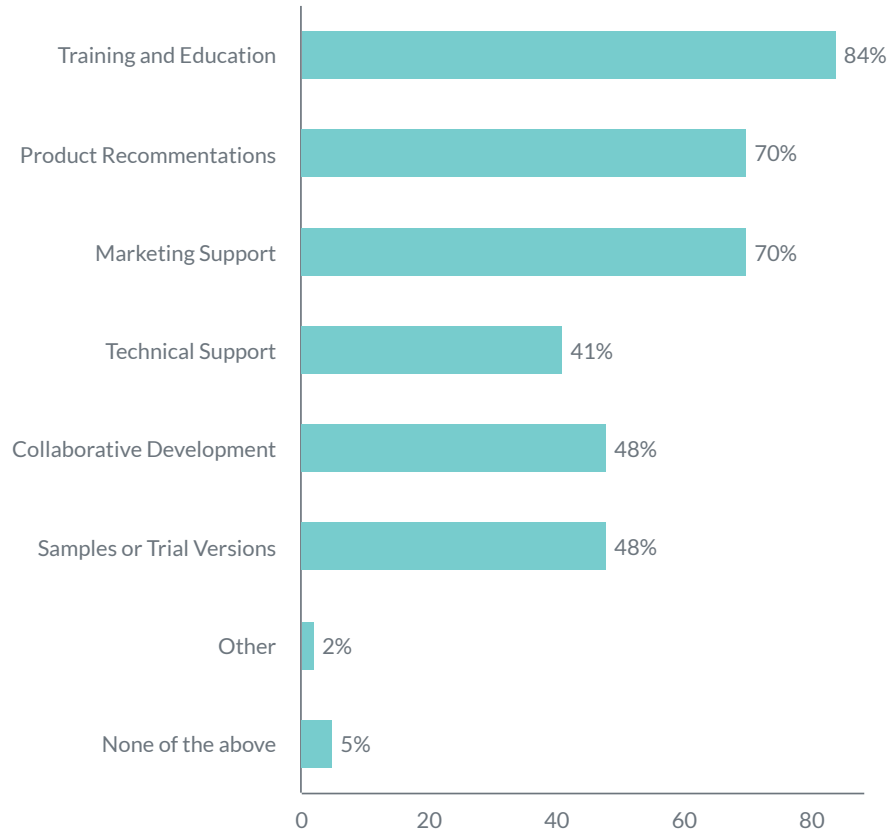
- Adding an infrared sauna session post-massage.
- Aescape now
- Ayurvedic services, deep tissue/therapeutic massage
- Basic massage and basic facial
- Biohacking
- CBD massage and pedicures
- CBD offerings are popular, collagen mask enhancements, scalp treatments
- Clients purchasing champagne bottles to enjoy in wellness circuit
- Couples are very popular! Trying to curate more experiences directly for couples.
- Couples services- guests are opting for couples and will pass on treatments in separate rooms even if booked at the same time
- Dermalplane
- Detox massage, add-ins into services (hot stones, body brushing, foot scrub and mask, etc ..)
- Dramatic increase in spa parties of 10 or more!
- Enhancements not only popular, but are becoming expected as people want to customize their experiences
- Guests are mainly looking for discounted services
- Guests are wanting just a basic massage and are not exploring new age options such as sound healing.
- Guests asking for more variety including red light therapy
- Holistic treatments for stress management
- Hydrafacial
- Increase desire for mud baths
- Increase in an older demographic specifically 65 years of age and up
- Iv therapy
- Last minute bookings
- Less focus on luxury/opulence and more on touch/connection
- Longer treatments and guests are looking for alternative wellness treatments
- Massages and facials
- More demand for services which support wellbeing and longevity
- More online bookings and 80 min services.
- Mostly in skin care. Anything antiaging is a big hit
- Not really anything new with massage with massage being over 70% of our business, but myofascial release has been very popular this year
- Recovery for both muscle and aging skin.
- Seeing an increased interest and booking in technology driven facials.
- Seeking pain relief

- Signature treatments
- The sheet mask & massage
- The trend for 90 minute massage and facials have increased
- Therapeutic massage, and aromatherapy.
- Touchless, self-led experiences (higherdose, somadome, etc)
- We are part of a ski resort, so one of the biggest trends for us is our athletic sports massage. Additionally, glo2 facial has been rising in popularity.
- We either see solo self-care seekers or social groups (bachelorettes). They mainly want to get a spa treatment and then head out to the pool afterwards.
- We focus on recovery, pain management, and all things related to our aging demographic. This definitely sets us apart from our competition.
- We have had a bigger demand for scalp massages this year
- We remarketed our touchless suite of services and created a package with massages. It's been well received.



How are you currently helping your clients with the implementation of new treatment offerings?

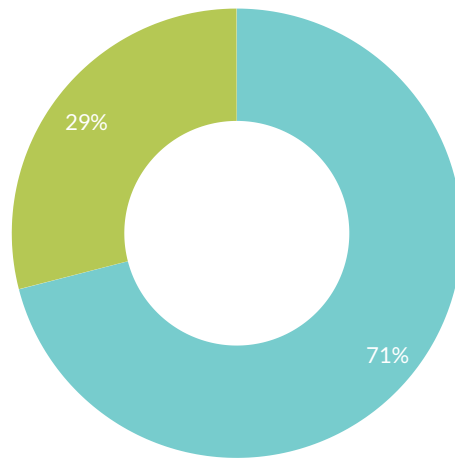
CLIENT ASSISTANCE IN IMPLEMENTING NEW OFFERINGS





Do you have a process in place to help your clients with menu development?

CLIENT ASSISTANCE IN MENU DEVELOPMENT



■ Yes (71%) ■ No (29%)



Please explain your process for helping clients with their menu development.

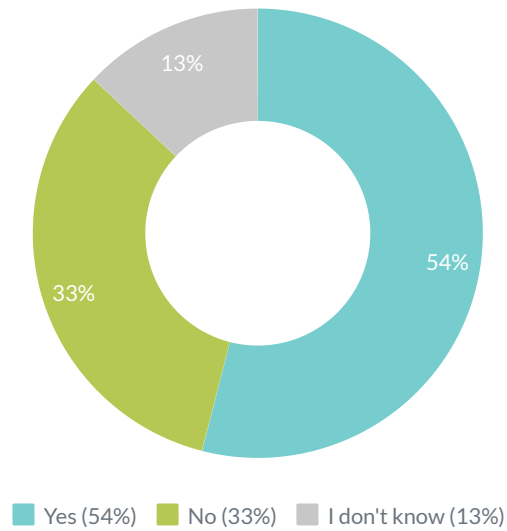
- Assisting in writing and creating new updated and unique treatment protocols.
- At WOW, we're taking a slightly different approach by working directly with vendors and making them an integral part of the treatment menu development process. With over 45 collective years of experience as directors, we understand how challenging it can be to stay on top of trends, guest demands conduct menu audits, manage COGS, and handle all the intricacies of menu development.
- By layering these moments, we aim to refresh traditional spa menus, fostering a deep connection between guests and the stories behind each treatment. Together, spa vendors and spa partners can be an unstoppable force and transform the spa experience into something truly exceptional.
- Education is key, sending product, doing some tests on treatment to have before and after visuals
- Glo2Facail offers 6 customizable treatments, we build out protocols that utilize the spas current back bar to support retail sales and pull through. We leverage the applications the Geneo X platform offers to maximize add-on revenue.
- Here at Organic Male - OM4Men and haia Wellness, we believe that collaboration with our spa partners results in a menu that perfectly reflects the spa, surrounding location and our results-oriented products
- I begin by aligning with the spa's mission and vision, which form the foundation for all services. From there, we craft a service menu that reflects this core purpose. Next, we define the ideal customer persona to ensure we understand the guests the spa serves, allowing us to tailor offerings to meet their unique needs. Finally, we discuss the desired outcomes—whether it's integrating high-tech and high-touch services, introducing touchless treatments, focusing on medical and results-driven experiences, or providing deep relaxation. This comprehensive approach ensures a perfectly curated menu that resonates with the spa's philosophy and guest expectations.
- I take great care in incorporating product lines in a way that is unique to this specific place—ensuring that the products reflect the local narrative and create a connection that is unlike anywhere else in the world. I'm thrilled for guests to be transported to this unique environment when the spa opens next year!
- In depth collaborative discussions and analysis of staff capabilities, identifying target guests capture, comp set analysis, identifying best product partners that can provide the appropriate level of support the spa needs.
- In developing treatment menus, my process begins with understanding the story and essence of the location. For example, in a current project, we are focusing on the local culture and the rich history behind the antique decor and historic buildings that were imported to create an immersive experience for visitors. The treatment menu and product selection need to not only complement but also contribute to that story, enhancing the guest's journey.
- Location, demographics and current spa offerings all play a vital role in creating or updating a menu.

- Offer seasonal menus, brand treatment options, and customization options
- Our company develops and implements all aspects of the menu, including product selection, vendor set-up, protocol creation, and training.
- Our process is completely customized depending on the partner's needs, and always begins with a one-on-one conversation exploring their current menu offerings, brand identity, customer base, team capabilities and dynamics, wants/needs, CPT budget, corresponding retail plan, timeline, etc. From this we develop custom protocols, menu descriptions, homecare plans, and implementation schedule.
- Pevonia International operates an in-house marketing agency enabling the company to customize and co-brand sales, education, and marketing tools for loyalty ranked spa partners including main menus, seasonal menus, promotions, posters, flyers, website assets, and all print, online, and digital assets.
- Promoting to accounts the value and importance of our treatment tools.
- Purely from a revenue / profit mix to help with revenue management and revenue optimization techniques later.
- The menu is a centerpiece and showcase for the spa concept. We make it simple so that it is clear for guest understanding
- They can book an appointment with the sales manager or training director
- This storytelling approach, combined with carefully curated treatments and products, ensures that the spa experience is deeply immersive and tied to the location's heritage and identity.
- Upon studying the partner or potential partner's current menu, we provided menu descriptions and customized protocols to fit their existing brand, organizational culture, marketing tone and style to compliment and fit with the existing focus and experience the partner would like to achieve. In the case of a new build or launch working with the consultants and spa director to do the same.
- We also recognize the importance of leveraging vendor assets. Our focus is on helping vendors collaborate closely with their spa partners to customize protocols that embrace each property's unique offerings. By encouraging this partnership, we enable spa directors to create immersive experiences within their treatment menus while tapping into the benefits of working closely with their vendor partners. We are working with vendors to get more active in the menu development arena and helping them to become value allies in this exercise!
- We connect brand educators with lead therapists and Spa Directors
- We make sure we select product companies that support the spa from opening through the years ahead with both training and marketing.
- We provide product samples to interested partners and can also share our Spa Protocols - we have two (a longer one and a shorter one) that utilize our range of products
- We send out protocols and specify in an email for clients we think might be interested, that we can help them curate their offerings. This is not, however, a "step" that is required in onboarding.
- We work with vendors and help them develop signature treatments that resonate with what their spa partner's guests truly desire, allowing them to immerse themselves in unforgettable moments. Storytelling is essential here; we guide our vendor partners to move beyond cookie-cutter treatments and craft experiences that inspire awe and delight.



Do any of your spa clients promote your company's brand within their spa menu?

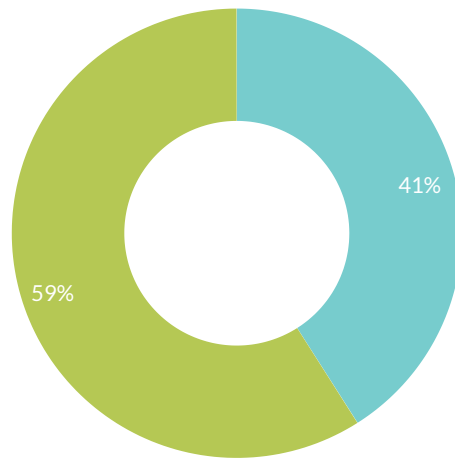
PROMOTION OF BRAND WITHIN CLIENT SPA MENU





Does your company provide special benefits or incentives to spas that use your product(s) within a specific treatment?

BENEFITS/INCENTIVES FOR SPAS



■ Yes (41%) ■ No (59%)



Please describe the benefits or incentives spa clients receive when using your company's product(s) within a specific treatment.

- Advertising in brochures, web, and social media platforms
- Benefits vary based on partnership strategy but may include special listing or marketing of the spa partner on our website or marketing channels, hands on training tools, free marketing tools, launch support and events, gift with treatment, staff booking incentives.
- Customized protocols/menus can draw attention to your spa, as well as ingredients that may be found in spa/resort locations. Additionally, on-site product knowledge and protocol training is offered to those that offer our products and discounts can be applied to grooming bar displays (deluxe amenity), if product is purchased
- Loyalty program benefits
- Our brand houses the clinical services for our spa partners- the product is through the nurses- i.e. Medical wellness treatments, IV infusions, targeted infrared sauna therapy, vitamin injections, and more.
- Our partners can earn complimentary backbar, GWP's, samples, testers, and enhanced training frequency.
- Pevonia International offers a robust loyalty program based on the annual volume of the spa partner. The program includes incentives tied to both professional and retail product as well as sales, education, and marketing incentives.
- Rebate to offset cost of product
- We can offer trade prices for those who stock our products
- We have a retail incentive program
- We usually run incentives with product rewards for the staff to increase the frequency of suggesting enhancements or treatments designed around our products. The staff who succeed with the most upgrades/treatments get to choose from a selection of products based on the level of success they achieved in a month or two month span.
- When spas are using our products in treatment(s) their back bar utilization/purchases and retail product purchases contribute are tracked and incentives provided as outlined in our annual Wholesale Partner Program which is designed to reward spas based on their performance level. If the partner is interested in a co-branded spa, additional incentives and discounts are negotiated.

- When spas collaborate closely with vendors we are working with, the benefits are substantial. By customizing bespoke treatments that reflect the unique identity of each property, spas can offer truly memorable experiences for their guests. Vendor partners provide invaluable education, keeping staff engaged and informed, which enhances the overall service quality. Additionally, leveraging sales strategies focused on guest relationship-building and creative product introductions not only boosts retail sales but also foster deeper connections with guests. By collaborating and utilizing combined digital platforms to increase visibility and drive buzz, spas can amplify their offerings. Strategic marketing campaigns developed in partnership with vendors elevate the brand experience, while home care programs extend the treatment's impact beyond the spa. Finally, extending the products reach and enhancing guest experiences in areas like Zen lounges and changing rooms creates a holistic environment that resonates with guests long after their visit.



Please describe the most noticeable treatment trend you are currently seeing within the spa industry.

- A rise in demand for treatments that incorporate energetics.
- Although there has been a lot of press lately on “hands-off” modalities, guests still want the human touch that can only be experienced with a therapist. Additionally, guests are researching product lines and are looking for clean, effective ingredients and companies that can provide these products, as well as green science and sustainability.
- Clean, effective skincare
- Combining traditional treatment facials with modalities
- Despite early concerns and challenges the industry faced concerning gender around identity, we are seeing a resurgence of dedicated men’s menus based on the significant category growth that followed the pandemic. We also see advanced technology coupled with indigenous, location-specific, multidimensional wellness and multisensory elements being incorporated into the service “wellness experience.”
- Detox and sleep continue to be important
- Devices
- Electronic treatment for foot Neuropathy
- Focused emphasis on hero products
- Headspa is a big one and incorporating more touchless.
- Incorporation of seasonal treatments to allow spas to “test drive” new vendor treatments and then incorporate them into their main menu if performance is strong. This is a very strategic way to add excitement to spa staff and guests as well as a way to enhance the main menu based on performance metrics.
- Longevity: With modern medicine and technology people are living longer, therefore clients are seeking ways to maintain their health and wellness to allow a better lifestyle later in life.

- More holistic and unique offerings
- Multisensory Journey: Imagine a communal immersive treatment experience—communal treatment rooms featuring a sampling menu that accommodates multiple guests simultaneously. This journey immerses guests in a sequence of unexpected sensations, blending lights, aromas, and sounds while they receive spa treatments from a select menu. By embracing natural elements and sounds like flowing rivers, gentle waterfalls, thunderstorms, and wind rustling through the trees, we foster a profoundly relaxing and grounding communal spa experience.
- Nature + Science Inspired Treatments: Our nature-inspired treatments beautifully combine the bounty of nature with the pinnacle of modern spa science. We utilize natural ingredients that reflect seasonal harvests and the beauty of the environment, enhanced by cutting-edge technology and results-driven techniques. Tailored treatments and bespoke services ensure that each guest’s journey is unique and perfectly aligned with their needs and preferences.
- One of the most noticeable trends in the spa industry right now is the growing popularity of amenity bars and enhancements outside of the treatment rooms. These additions, such as curated beverage offerings, tinctures, refreshing mists, and other wellness-focused extras, are becoming increasingly popular. They extend the spa experience beyond the treatment itself, providing guests with opportunities to enhance their relaxation and well-being before and after their sessions. This added layer of personalization and indulgence is building momentum, elevating the overall guest experience.
- Prebiotics, menopause relief, a lot of CBD
- Recovery: We are seeing that our clients are far more active in their everyday lives and the need to quickly recover to keep going is trending.
- Renew Dermal Solution
- Shorter menus
- Simplifying and optimizing treatment times to assist with minimizing unsold gaps (lost revenue) in the schedule.
- Teams are seeking technology that elevates the guest experience or provides a more advanced application (med spa) within the spa environment.
- Tech, Sound Healing, focus on modalities that promote deep rest and relaxation and Sleep Programming.
- The incorporation of the Bath mitt as a dry brush treatment tool.
- The use of clean, sustainable beauty products
- Touchless technology
- Treatments that combine well with contrast bathing and for skincare, treatments that are calming for the skin.
- Treatments with products derived by alchemical processes.
- We are a microcurrent company
- We are absolutely loving the opportunity to create experiences that are both luxurious and deeply meaningful, with a strong focus on wellness and cultural immersion.
- We’re offering a lot of facials with IV hydration and vitamin infusions as well!



What is one piece of advice you would give to a spa professional on how to effectively partner with a resource partner to develop or promote a spa menu?

- Align on clear goals from the start. Share your spa's vision, target clientele, and desired outcomes with the resource partner. Leverage their expertise to create unique offerings and maintain open communication to ensure everything stays on track and reflects your spa's mission.
- And here's the brass tacks: think of them as an extension of your team. They WANT to connect with you and support you and your team! If they're not on board, honestly, they might not be the best vendor partner for your offerings. So go ahead, make that connection!
- Ask for a meeting and come prepared with your larger vision for what you want to offer on the menu, as well as any specific nuts and bolts unique to your operations that need to be considered, and ask that the vendor come prepared with ALL the options the vendor might have for making the offering successful - marketing, promo ideas, GWP possibilities, how to recommend corresponding retail, etc.
- Be aware of and open to industry trends
- Be clear about what your needs are and what will be most meaningful to the clients you serve. It is also helpful to understand if you are experiencing any pain points, as resource partners we are here to help and bring solutions so that you can focus on what you do best!
- Be open and honest with what you are trying to achieve. Discuss the type of guest that you currently have and are looking for. Work closely with your vendor partner to achieve the perfect customized menu and service protocols. Most of all, keep the lines of communication open between yourself, your team and your vendor partners.
- Be sure that the product company is supportive and will visit for training and re-imagining the menu at least 3 times per year.
- Build a menu that provides advanced sophisticated treatment to elevate your brand and guest experience. When possible, give your team the opportunity to customize a guest experience to create a point of differentiation.
- Build a relationship with the vendor and make sure the vendor fully understands your Spa and the guest type along with the skills of your team.
- Carve out time to discuss your needs/wants with your partners. We see so many places where we could be offering more support, but busy spa operators often don't make the time for us to discuss how we can be doing more to support them!
- Consistent branding message
- Develop a catchy title
- Do your research (who is their local clientele, be competitive with surrounding spas, refresh spa menu seasonally)
- Education on new products, especially in the case of our brand, multitasking skincare
- Ensure results and effectiveness of treatments included on menu
- Find a few minutes to connect with your vendor partners—you won't regret it! They've got assets, programs, and ideas primed and ready for you to run with. Let's be real: you can't do this alone. Tap into your partners' strengths! My favorite mantra? We can accomplish more together than alone!

- Find out what people love, then offer something special and unexpected to enhance it even more and layer the offerings.
- Find someone that likes to communicate the way you do and who knows operations/budgeting etc.
- I recommend working with a resource partner, like a consultant, who values storytelling and authenticity. Creativity is key when it comes to building a unique and successful spa menu, and finding a partner who can contribute to that vision with enthusiasm is crucial.
- It's important to assess the types of services that your team could execute well and choose a resource product company that can complement those needs.
- Make sure the company is not too big and they value your business.
- Most resource partners know their products inside and out and have built brands with unique marketing messages and stories that inspired and attracted the spa director to choose the brand in the first place. We are experts in translating that same message into a treatment design and menu offerings that will also attract guests. In collaboration with the spa director, we are able to tailor and ensure the new treatments, products, menu descriptions and other marketing materials call out the unique attributes and value proposition of both the spa, specific spa treatment(s) and product line.
- My advice to spa professionals looking to effectively collaborate with a vendor is to ask deeper questions about the brand—its history, mission, and the story behind the products. It's essential to understand that it's more than just what's inside the bottle; it's about how the brand aligns with the spa's narrative and guest experience.
- Promote fair trade, sustainable products that help to enrich the lives of craftspeople while supporting environmental awareness using natural materials
- Select vendors with strong proven track records of success that are savvy in collaborating with your spa as a true business partner vs just a vendor. They must understand the importance of becoming an “extension of your team” vs simply loading you up with products and treatments that may not be the ideal fit for your location, vision, demographic, and growth goals. They must be willing to execute the strategic support you need to perform menu assessments with leadership to ensure the services you select from them perform strongly or are replaced with either stronger options or on-trend options for the next menu revision.
- Sharp, understandable, proven results
- Simplify the menu at the utmost and offer bespoke service for esthi to take larger role in creating a facial experience. Focus on areas that are forgotten, neck in particular, and have a comprehensive menu of enhancements.
- Think outside the conventional spa box. Utilize technology. Find partners who are new and excited to break into the industry. They most often have new data and experiences that will make your service offerings stand out from your competitors, who continue to use the same partners year after year.
- Understand the core strength of your partner and work closely to maximize the potential impact.



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